

SERFF Tracking Number: SFCM-128307399 State: Arkansas
 Filing Company: State Farm Mutual Automobile Insurance Company State Tracking Number:
 Company Tracking Number: LTCSEMP.2
 TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.004 Partnership
 Product Name: Long Term Care-LTC Seminar-Partnership
 Project Name/Number: Long Term Care-LTC Seminar-Partnership /LTCSEMP.2

Filing at a Glance

Company: State Farm Mutual Automobile Insurance Company

Product Name: Long Term Care-LTC Seminar- SERFF Tr Num: SFCM-128307399 State: Arkansas Partnership

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num:

Sub-TOI: LTC03I.004 Partnership

Co Tr Num: LTCSEMP.2

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Donna Lambert

Authors: Tammie Mills, Sherry Boitnott

Disposition Date: 04/26/2012

Date Submitted: 04/26/2012

Disposition Status: Filed

Implementation Date Requested: 09/09/2012

Implementation Date: 04/26/2012

State Filing Description:

General Information

Project Name: Long Term Care-LTC Seminar-Partnership

Project Number: LTCSEMP.2

Requested Filing Mode: Review & Approval

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments: We are not required to file Long Term Care Adverstising in our domicile state of Illinois.

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Individual Market Type:

Overall Rate Impact:

Filing Status Changed: 04/26/2012

State Status Changed: 04/26/2012

Deemer Date:

Created By: Sherry Boitnott

Submitted By: Sherry Boitnott

Corresponding Filing Tracking Number:

Filing Description:

Re: State Farm Mutual Automobile Insurance Company

Individual Long Term Care

NAIC #176-25178

FEIN #37-0533100

Individual Long Term Care

Filing #: LTCSEMP.2

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Forms Name
LTCSEMP.2 Long Term Care Seminar

Enclosed for filing on behalf of the State Farm Mutual Automobile Insurance Company of Bloomington, Illinois is the referenced advertising form. This form is being filed for use in your state and contains information regarding Partnership Individual Long-Term Care.

This form will be used by licensed State Farm Agents to notify and explain Partnership Individual Long Term Care products to insured's.

This form will be used with Long Term Care policy series 97060AR, 97060ARS approved by your state November 5, 2008 under SERFF# STFH-125832827 and 97061ARP, 97061ARC and 97061ARS approved by your state November 5, 2008 under SERFF# 125833529.

Please note that this seminar is very high level, no State Farm Insurance products are mentioned. This seminar just discusses Long Term Care in general.

We are not required to file Long Term Care marketing pieces in Illinois.

The anticipated effective date of this form will be September 9, 2012..

State Narrative:

Company and Contact

Filing Contact Information

Sherry Boitnott, Tech - Contracts & Compliance sherry.boitnott.L54X@statefarm.com

1 State Farm Plaza 309-766-4162 [Phone]
Bloomington, IL 61710-0001 309-766-8483 [FAX]

Filing Company Information

State Farm Mutual Automobile Insurance Company CoCode: 25178 State of Domicile: Illinois
One State Farm Plaza Group Code: 176 Company Type:
Laura Walters / Marketing D-3 Group Name: State ID Number:
Bloomington, IL 61710 FEIN Number: 37-0533100
(309) 763-8104 ext. [Phone]

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Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation: 1 form @ \$50.00 per form = \$50.00
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
State Farm Mutual Automobile Insurance Company	\$50.00	04/26/2012	58593652

SERFF Tracking Number: *SFCM-128307399* *State:* *Arkansas*
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Donna Lambert	04/26/2012	04/26/2012

SERFF Tracking Number:	SFCM-128307399	State:	Arkansas
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Disposition

Disposition Date: 04/26/2012
Implementation Date: 04/26/2012
Status: Filed
Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>SFCM-128307399</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>State Farm Mutual Automobile Insurance Company</i>	<i>State Tracking Number:</i>	
<i>Company Tracking Number:</i>	<i>LTCSEMP.2</i>		
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Schedule Form	Schedule Item	Schedule Item Status	Public Access
	Partnership Long-Term Care Seminar	Filed	Yes

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Form Schedule

Lead Form Number: LTCSEMP.2

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed 04/26/2012 2	LTCSEMP.2	Advertising Partnership	Long-Term Care Seminar	Initial			LTCSEMP.2 12-7-11.pdf

Welcome

Long-Term Care: What Does the Future Hold for You?





State Farm Mutual Automobile Insurance Company

1 State Farm Plaza

Bloomington, IL 61710

Solicitation Statement and Company Name Identifier

The purpose of this communication is the solicitation of insurance. Contact will be made by an agent/insurance producer or insurance company.

Long-Term Care

- What is it?
- Misconceptions
- Why consider long-term care insurance?
- Is it right for you?

What is Long-Term Care?

Long-term care refers to the services you need when you're not able to function independently and need assistance resulting from a prolonged physical illness or injury, gradual frailty, or cognitive impairment.

Long-Term Care Includes...

- Care at home
- Adult day care
- Care at an alternate-care facility
- Care at a long-term care facility

Long-Term Care

Think about it . . .

Do you know someone
who has needed
Long-Term Care?

Why Prepare for LTC Needs?

Chances of loss

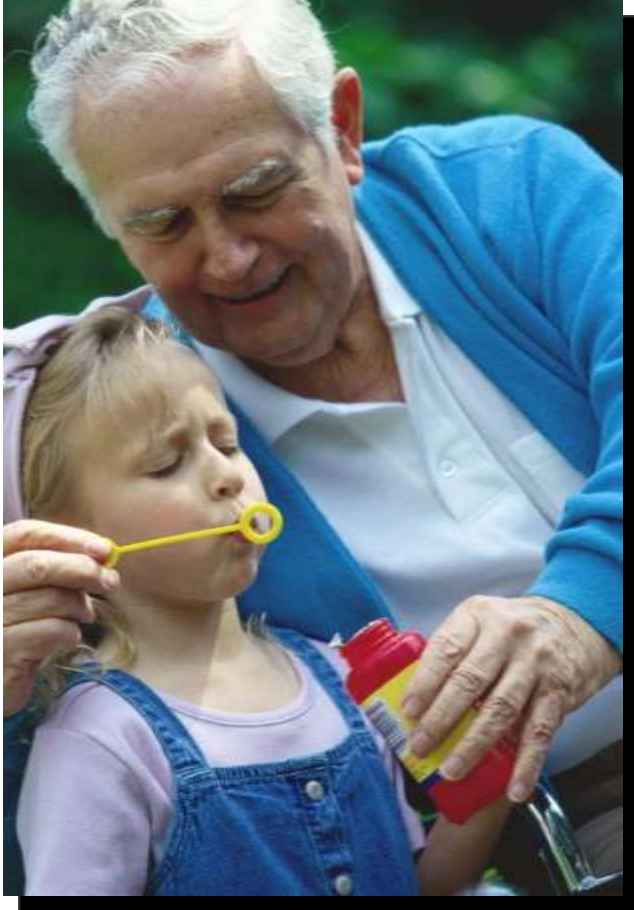
1 in 96 that your home will be damaged by fire.

1 in 5 that your automobile will be damaged in an accident.

1 in 2 that when you reach age 65, you will need long-term care at some point in your life.

Source: 2009 *Field Guide*, National Underwriter Company

Why Prepare for LTC Needs?



- Family
- Finances
- Independence/Choice

Long-Term Care and Your Family

Does your family have the resources, expertise, and willingness to provide the care you would need?

Do they live close enough to make this a realistic option?

Do you want your family to carry your long-term care costs for you?

Long-Term Care and Your Finances

Current **national average** cost of nursing-home care:

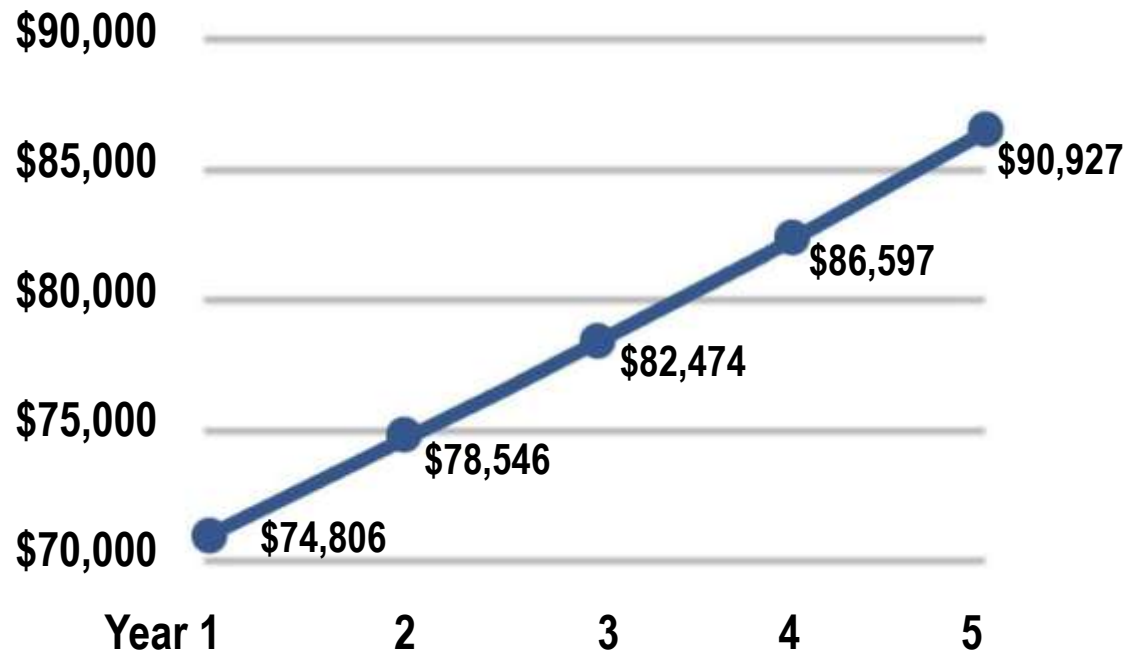
\$204 per day

\$74,806 per year

Source: Guide to Long Term Care, 2010 (based on rates for a private nursing home room in 2009)

How Long Could You Afford This?

Five years of care would total \$413,350 (assuming 5% inflation)



Source: Guide to Long Term Care, 2010 (based on rates for a private nursing home room in 2009)

*Projected costs assume a 5% annual inflation rate.

Long-Term Care and Your Independence

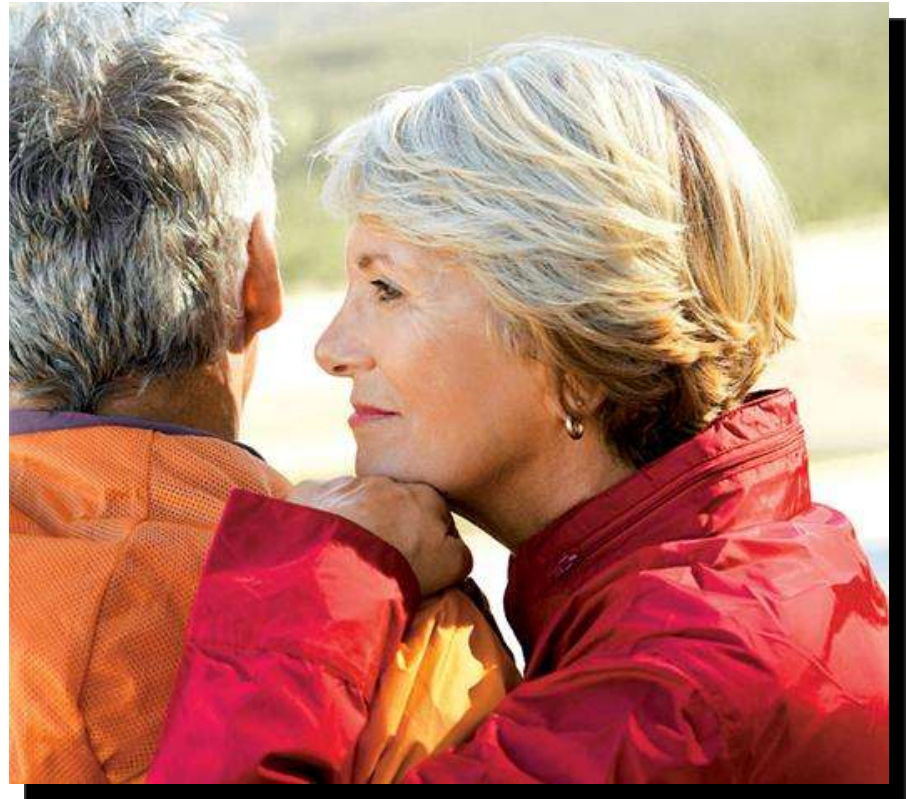
Medicaid

- Limited choices
- Asset and income limitations
- Loss of retirement savings and legacy

What About Medicare?

Medicare pays for **skilled care**.

However, long-term care is usually **custodial care**.



What Does Medicare Supplement Or “Medigap” Policies Cover?

Medigap Plans Effective on or after January 1, 2011

You may buy the following Medicare Supplement or Medigap Plans which become effective January 1, 2011:

	Medigap Plans Effective January 1, 2011									
Medigap Benefits ¹	A	B	C	D	F	G	K	L	M	N
Medicare Part A Coinsurance hospital costs up to an additional 365 days after Medicare benefits are used up.	X	X	X	X	X	X	X	X	X	X
Medicare Part B Coinsurance or Copayment	X	X	X	X	X	X	50%	75%	X	X
Blood (First 3 Pints)	X	X	X	X	X	X	50%	75%	X	X
Part A Hospice Care Coinsurance or Copayment	X	X	X	X	X	X	50%	75%	X	X
Skilled Nursing Facility Care Coinsurance			X	X	X	X	50%	75%	X	X
Medicare Part A Deductible		X	X	X	X	X	50%	75%	50%	X
Medicare Part B Deductible			X		X					
Medicare Part B Excess Charges					X	X				
Foreign Travel Emergency (UP to Plan Limits)			X	X	X	X			X	X
Medicare Preventive Care Part B Coinsurance	X	X	X	X	X	X	X	X	X	X

¹ Please consult <http://www.medicare.gov/Publications/Pubs/pdf/02110.pdf> for complete coverage and restrictions details.

Options for Covering Long-Term Care Expenses



- Pay for it yourself
- Your family pays for it
- Spend down your assets and let the government pay for it
- Purchase a long-term care insurance policy

A Closer Look: Long-Term Care Insurance

Long-term care insurance
helps you:

- Protect your assets
- Protect your dignity
- Preserve your choices
- Maintain control

Types of Care

- Nursing-home
- Facility care
- Home health care
- Community care
- Assisted Living
- Adult day care
- Respite care

Levels of Care

Skilled care

Intermediate care

Custodial care

The Cost of Waiting

- Premiums increase with age
- Possible diminished health
- May not qualify



Tax Advantages

*How much of your premiums qualify for a tax deduction?**

Age before year-end	2010 annual limit
40 or younger	\$ 330
41 through 50	\$ 620
51 through 60	\$1,230
61 through 70	\$3,290
71 or older	\$4,110

Source: CCH, 2010 (figures are for the 2010 tax year)

*This information is not intended to provide tax advice. It is just a statement of an example of how premiums might be tax deductible.

What to Look For When Buying Long-Term Care Insurance

- Benefit amounts appropriate for the cost of care where you wish to retire
- Available elimination periods
- Benefit time period
- Options for care in the setting of your choice

What to Look For When Buying Long-Term Care Insurance

- Proper inflation coverage
- Rate stability*
- Financial stability of the insurance company

*Most insurance companies reserve the right to increase premiums for a group or class of policyholders

What to Look For When Buying Long-Term Care Insurance

Long Term Care Partnership Program:

- A partnership between Medicaid and long term care insurers established to provide an alternative to spending down or transferring assets
- Special feature known as **Asset Disregard**
“Asset Disregard allows anyone with a LTC Partnership policy to protect assets equal to the amount of benefits received under the policy in the event they need to apply to Medicaid for additional services.”
- Inflation protection

Partnership vs. Non-Partnership

Partnership

- Required Inflation Protection based on age
- Provides access to additional protections through Asset Disregard

Non-Partnership

- No Inflation Protection requirements
- No Asset Disregard

Consider the Benefits

Long term care insurance can help you

- Preserve your independence
- Exercise your own choices
- Determine your standard of living
- Protect your assets
- Avoid government dependence
- Ensure a better quality of life

Summary



- You stand a very good chance of needing long-term care
- Long-term care often costs more than most of us can afford to pay
- Long-term care insurance could allow you to receive care at home

For more information on preparing
for your long-term care needs,
contact your State Farm® insurance agent/producer.

THANK YOU



Providing Insurance and
Financial Services

Long-Term Care

What Does the Future Hold for You?